



# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

## Overview

Population	7,080		49,286		143,990	
Households	2,796		17,924		53,419	
Persons per Household	2.53	99	2.75	108	2.68	105
Household Median Income	\$154,028.77	177	\$160,638.86	184	\$143,110.53	164
Household Median Disposable Income	\$124,287.28	166	\$128,934.49	172	\$115,902.49	155
Household Median Discretionary Income	\$99,154.1	171	\$106,111.39	183	\$93,184.27	161
Average Income Per Person	\$78,676.71	167	\$83,317.79	177	\$76,331.05	162
Median Rent	\$1,852.52	131	\$1,826.79	129	\$1,941.53	138
Median House Value	\$933,155.09	238	\$859,297.66	219	\$827,773.17	211
Households in Poverty	138 (4.9%)	39	660 (3.7%)	29	3,042 (5.7%)	45
Household Median Wealth	\$111,185.4	136	\$125,207.39	153	\$112,743.52	138
Average Age	43.42	105	44.04	107	43.26	105
Median Age	45.09	112	45.93	114	43.85	109
Households with Children	868 (31%)	116	5,769 (32.2%)	120	16,085 (30.1%)	112
High School Graduate or Higher	4,936 (96.4%)	108	33,929 (95.9%)	107	97,187 (94.7%)	106

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Bachelor's Degree or Higher	3,042 (59.4%)	18,908 (53.4%)	51,706 (50.4%)
Pop density (per sq mi)	1,762	1,771	2,103
Area (based on blockgroups)	4	28	68

## Population

Population 2025 Q4	7,080	49,286	143,990
Population 2025 Q3	7,038	49,048	143,716
Population 2025 Q2	7,046	49,058	143,643
Population 2025 Q1	7,057	49,122	143,901
Population 2024 Q4	7,071	49,211	144,092
Population 2024 Q3	7,017	49,155	143,952
Population 2024 Q2	7,018	49,221	144,315
Population 2024 Q1	7,004	49,175	143,880
Population 2023 Q4	6,978	49,139	143,831
Population 5 Years Forecast	7,154	49,385	145,412
Population 10 Years Forecast	7,268	49,962	147,701
Persons per Household	2.53	2.75	2.68

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



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	1 Mile		3 Mile		5 Mile
Group Quarters			72	(<0.5%)	894 (0.6%)
Transient Population - Average Last 4 Quarters	91 (1.3%)	103	91 (<0.5%)	15	252 (<0.5%)

## Households

Households 2025 Q4	2,796	17,924	53,419
Households 2025 Q3	2,776	17,834	53,313
Households 2025 Q2	2,778	17,835	53,282
Households 2025 Q1	2,785	17,862	53,381
Households 2024 Q4	2,789	17,891	53,448
Households 2024 Q3	2,764	17,859	53,386
Households 2024 Q2	2,766	17,885	53,520
Households 2024 Q1	2,759	17,870	53,366
Households 2023 Q4	2,747	17,854	53,339
Households 5 Years Forecast	2,827	17,958	53,954
Households 10 Years Forecast	2,872	18,163	54,800

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# Audience Profile

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Benchmark: Nationwide



## Gender

Male	3,507	(49.5%)	101	23,906	(48.5%)	99	69,980	(48.6%)	99
Female	3,573	(50.5%)	99	25,380	(51.5%)	101	74,010	(51.4%)	101

## Ethnicity

White	5,797	(81.9%)	142	41,498	(84.2%)	146	113,366	(78.7%)	137
Hispanic (Ethnic)	644	(9.1%)	46	4,075	(8.3%)	42	16,019	(11.1%)	57
Asian	310	(4.4%)	76	1,593	(3.2%)	56	5,411	(3.8%)	65
Other	207	(2.9%)	56	1,531	(3.1%)	60	5,112	(3.6%)	68
Black	122	(1.7%)	15	589	(1.2%)	10	4,082	(2.8%)	24

## Household by Ethnicity

White	2,289	(81.9%)	133	15,237	(85%)	138	43,476	(81.4%)	132
Hispanic (Ethnic)	214	(7.7%)	50	1,158	(6.5%)	43	4,262	(8%)	53
Other	114	(4.1%)	54	909	(5.1%)	67	2,962	(5.5%)	73
Black	93	(3.3%)	30	203	(1.1%)	10	1,277	(2.4%)	22
Asian	86	(3.1%)	67	417	(2.3%)	50	1,442	(2.7%)	58

## Households Income

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile	
Household Average Income	\$199,224.28	164	\$228,875.82	188	\$204,951.7	168
Average Income Per Person	\$78,676.71	167	\$83,317.79	177	\$76,331.05	162
Household Median Income	\$154,028.77	177	\$160,638.86	184	\$143,110.53	164
<\$15K	108 (3.9%)	53	354 (2%)	27	1,788 (3.3%)	46
\$15K - \$25K	23 (0.8%)	14	449 (2.5%)	43	1,917 (3.6%)	61
\$25K - \$35K	56 (2%)	33	367 (2%)	33	1,712 (3.2%)	52
\$35K - \$50K	85 (3%)	32	810 (4.5%)	48	3,196 (6%)	64
\$50K - \$75K	207 (7.4%)	49	1,550 (8.6%)	58	4,366 (8.2%)	55
\$75K - \$100K	376 (13.4%)	107	1,729 (9.6%)	77	5,371 (10.1%)	80
\$100K - \$150K	504 (18%)	99	3,014 (16.8%)	93	9,562 (17.9%)	99
\$150K - \$175K	242 (8.7%)	137	1,619 (9%)	143	4,249 (8%)	126
\$175K - \$200K	247 (8.8%)	177	1,577 (8.8%)	176	4,051 (7.6%)	152
\$200K - \$250K	530 (19%)	235	3,611 (20.1%)	250	9,631 (18%)	223
\$250K - \$500K	228 (8.2%)	236	1,549 (8.6%)	250	4,130 (7.7%)	224
>\$500K	190 (6.8%)	236	1,295 (7.2%)	251	3,446 (6.5%)	224

## Disposable Households Income

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile	
Household Average Disposable Income	\$131,793.01	146	\$134,527.17	149	\$125,273.7	138
Household Median Disposable Income	\$124,287.28	166	\$128,934.49	172	\$115,902.49	155
<\$15K	108 (3.9%)	49	383 (2.1%)	27	1,939 (3.6%)	46
\$15K - \$25K	42 (1.5%)	22	531 (3%)	43	2,327 (4.4%)	63
\$25K - \$35K	56 (2%)	28	403 (2.2%)	31	2,004 (3.8%)	52
\$35K - \$50K	107 (3.8%)	34	1,178 (6.6%)	58	3,727 (7%)	62
\$50K - \$75K	378 (13.5%)	8	2,016 (11.2%)	67	5,875 (11%)	65
\$75K - \$100K	434 (15.5%)	108	2,134 (11.9%)	83	7,085 (13.3%)	93
\$100K - \$150K	653 (23.4%)	124	4,148 (23.1%)	123	11,847 (22.2%)	118
\$150K - \$175K	302 (10.8%)	211	2,242 (12.5%)	244	5,606 (10.5%)	205
\$175K - \$200K	191 (6.8%)	199	1,324 (7.4%)	216	3,520 (6.6%)	192
\$200K - \$250K	211 (7.5%)	228	1,434 (8%)	241	3,813 (7.1%)	215
\$250K - \$500K	289 (10.3%)	228	1,959 (10.9%)	241	5,213 (9.8%)	215
>\$500K	25 (0.9%)	225	172 (1%)	242	463 (0.9%)	218

### Discretionary Households Income

Household Average Discretionary Income	\$100,456.2	147	\$103,856.5	152	\$96,391.69	141
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Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Household Median Discretionary Income	\$99,154.1	171	\$106,111.39	183	\$93,184.27	161
<\$10K	108 (3.9%)	50	1,060 (5.9%)	76	3,228 (6%)	71
\$10K - \$20K	43 (1.5%)	17	548 (3.1%)	33	2,568 (4.8%)	53
\$20K - \$30K	52 (1.9%)	20	410 (2.3%)	24	2,665 (5%)	53
\$30K - \$40K	127 (4.5%)	50	867 (4.8%)	53	2,730 (5.1%)	56
\$40K - \$50K	134 (4.8%)	57	987 (5.5%)	65	3,001 (5.6%)	67
\$50K - \$75K	562 (20.1%)	114	2,311 (12.9%)	75	7,263 (13.6%)	71
\$75K - \$100K	384 (13.7%)	110	2,260 (12.6%)	101	6,917 (12.9%)	104
\$100K - \$125K	396 (14.2%)	167	2,123 (11.8%)	139	6,273 (11.7%)	138
\$125K - \$150K	311 (11.1%)	172	2,299 (12.8%)	198	5,884 (11%)	170
>\$150K	679 (24.3%)	240	5,059 (28.2%)	279	12,890 (24.1%)	238

## Households Income by Ethnicity

Average Income - White	\$141,584.61	138	\$138,635.17	135	\$132,233.08	129
Median Income - White	\$158,819.92	168	\$157,945.58	167	\$146,951.2	155
Average Income - Black	\$78,756.27	106	\$117,287.22	158	\$97,035.99	130
Median Income - Black	\$78,749.85	131	\$97,749.09	162	\$89,430.75	149

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# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$129,332.58 (107)	\$140,514.04 (116)	\$139,320.13 (115)
Median Income - Asian	\$121,874.12 (97)	\$179,081.04 (142)	\$173,770.01 (138)
Average Income - Hispanic	\$122,504.53 (141)	\$146,563.28 (169)	\$119,404.47 (138)
Median Income - Hispanic	\$164,285.43 (219)	\$182,750.43 (243)	\$117,928.12 (157)
Average Income - Other	\$141,519.57 (148)	\$151,211.14 (158)	\$133,909.59 (140)
Median Income - Other	\$171,738.69 (198)	\$180,819.49 (209)	\$144,530.47 (167)

## Age

Age Group	1 Mile	3 Mile	5 Mile
Average Age	43.42 (105)	44.04 (107)	43.26 (105)
Median Age	45.09 (112)	45.93 (114)	43.85 (109)
0-4	339 (4.8%) (89)	2,231 (4.5%) (84)	6,846 (4.8%) (88)
5-13	642 (9.1%) (89)	4,621 (9.4%) (92)	13,750 (9.5%) (94)
14-17	353 (5%) (95)	2,457 (5%) (95)	7,428 (5.2%) (98)
18-21	364 (5.1%) (93)	2,602 (5.3%) (96)	7,648 (5.3%) (96)
22-24	264 (3.7%) (89)	1,988 (4%) (96)	5,690 (4%) (94)
25-29	365 (5.2%) (88)	2,730 (5.5%) (94)	7,827 (5.4%) (92)
30-34	347 (4.9%) (76)	2,182 (4.4%) (69)	6,948 (4.8%) (75)

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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
35-39	434	(6.1%)	93	2,467	(5%)	76	7,837	(5.4%)	83
40-44	423	(6%)	93	2,694	(5.5%)	85	8,332	(5.8%)	90
45-49	422	(6%)	99	2,892	(5.9%)	98	8,789	(6.1%)	101
50-54	479	(6.8%)	114	3,200	(6.5%)	110	9,400	(6.5%)	110
55-59	548	(7.7%)	128	3,724	(7.6%)	125	10,557	(7.3%)	121
60-64	589	(8.3%)	131	3,974	(8.1%)	127	11,150	(7.7%)	122
65-69	514	(7.3%)	119	3,587	(7.3%)	119	10,442	(7.3%)	119
70-74	386	(5.5%)	106	2,851	(5.8%)	113	7,981	(5.5%)	108
75-79	302	(4.3%)	107	2,406	(4.9%)	122	6,117	(4.2%)	107
80-84	170	(2.4%)	95	1,484	(3%)	119	3,879	(2.7%)	107
85+	139	(2%)	94	1,196	(2.4%)	117	3,369	(2.3%)	113

## Age - Male

Male Average Age	42		105	42.68		107	41.95		105
Male Median Age	42.45		111	43.3		113	42.31		111
0-4	174	(5%)	88	1,145	(4.8%)	85	3,512	(5%)	89
5-13	334	(9.5%)	90	2,387	(10%)	94	7,075	(10.1%)	96

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# Audience Profile

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Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
14-17	185	(5.3%)	96	1,243	(5.2%)	95	3,752	(5.4%)	98
18-21	196	(5.6%)	97	1,316	(5.5%)	96	3,910	(5.6%)	97
22-24	146	(4.2%)	95	1,015	(4.2%)	96	2,950	(4.2%)	96
25-29	187	(5.3%)	87	1,417	(5.9%)	96	4,050	(5.8%)	94
30-34	180	(5.1%)	77	1,136	(4.8%)	72	3,535	(5.1%)	77
35-39	217	(6.2%)	93	1,215	(5.1%)	76	3,874	(5.5%)	83
40-44	220	(6.3%)	97	1,309	(5.5%)	84	4,038	(5.8%)	89
45-49	209	(6%)	99	1,410	(5.9%)	98	4,232	(6%)	100
50-54	255	(7.3%)	123	1,559	(6.5%)	110	4,530	(6.5%)	109
55-59	256	(7.3%)	121	1,754	(7.3%)	122	5,069	(7.2%)	121
60-64	280	(8%)	128	1,892	(7.9%)	127	5,270	(7.5%)	121
65-69	236	(6.7%)	115	1,698	(7.1%)	121	5,060	(7.2%)	123
70-74	182	(5.2%)	107	1,303	(5.5%)	113	3,727	(5.3%)	110
75-79	126	(3.6%)	98	1,049	(4.4%)	120	2,641	(3.8%)	103
80-84	76	(2.2%)	99	630	(2.6%)	120	1,628	(2.3%)	106
85+	48	(1.4%)	90	428	(1.8%)	118	1,127	(1.6%)	106

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide



## Age - Female

Metric	1 Mile	3 Mile	5 Mile
Female Average Age	44.82	45.33	44.5
Female Median Age	46.77	47.43	46.22
0-4	165 (4.6%)	1,086 (4.3%)	3,334 (4.5%)
5-13	308 (8.6%)	2,234 (8.8%)	6,675 (9%)
14-17	168 (4.7%)	1,214 (4.8%)	3,676 (5%)
18-21	168 (4.7%)	1,286 (5.1%)	3,738 (5.1%)
22-24	118 (3.3%)	973 (3.8%)	2,740 (3.7%)
25-29	178 (5%)	1,313 (5.2%)	3,777 (5.1%)
30-34	167 (4.7%)	1,046 (4.1%)	3,413 (4.6%)
35-39	217 (6.1%)	1,252 (4.9%)	3,963 (5.4%)
40-44	203 (5.7%)	1,385 (5.5%)	4,294 (5.8%)
45-49	213 (6%)	1,482 (5.8%)	4,557 (6.2%)
50-54	224 (6.3%)	1,641 (6.5%)	4,870 (6.6%)
55-59	292 (8.2%)	1,970 (7.8%)	5,488 (7.4%)
60-64	309 (8.6%)	2,082 (8.2%)	5,880 (7.9%)

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	1 Mile		3 Mile		5 Mile				
65-69	278	(7.8%)	122	1,889	(7.4%)	117	5,382	(7.3%)	114
70-74	204	(5.7%)	105	1,548	(6.1%)	113	4,254	(5.7%)	106
75-79	176	(4.9%)	114	1,357	(5.3%)	124	3,476	(4.7%)	109
80-84	94	(2.6%)	92	854	(3.4%)	118	2,251	(3%)	107
85+	91	(2.5%)	97	768	(3%)	115	2,242	(3%)	115

## Employment by Occupation

Total Employees (16+ Years Old)	4,057			26,306			75,767		
Managerial/Executive	1,273	(31.4%)	180	7,889	(30%)	172	19,961	(26.3%)	152
Professional Specialty	806	(19.9%)	8	6,951	(26.4%)	107	19,836	(26.2%)	106
Office Admin	410	(10.1%)	95	2,675	(10.2%)	96	7,360	(9.7%)	91
Sales	392	(9.7%)	103	2,735	(10.4%)	111	8,713	(11.5%)	123
Production & Transportation	375	(9.2%)	72	1,531	(5.8%)	45	4,987	(6.6%)	51
Construction	253	(6.2%)	7	1,850	(7%)	88	4,543	(6%)	75
Food Preparation & Serving	235	(5.8%)	114	838	(3.2%)	62	3,180	(4.2%)	8
Protective	136	(3.4%)	155	569	(2.2%)	100	2,173	(2.9%)	32
Building Maintenance & Cleaning	106	(2.6%)	7	288	(1.1%)	32	1,720	(2.3%)	67

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Healthcare support	39	(1%)	29	498	(1.9%)	58	1,568	(2.1%)	63
Personal Care	32	(0.8%)	32	433	(1.6%)	66	1,577	(2.1%)	83
Farming, Fishing & Forestry				49	(<0.5%)	32	149	(<0.5%)	34

## Employment by Industry

Total Employees (16+ Years Old)	4,057			26,306			75,767		
Educational Services	795	(19.6%)	84	6,212	(23.6%)	101	17,515	(23.1%)	99
Wholesale Retail	548	(13.5%)	103	3,029	(11.5%)	88	9,699	(12.8%)	97
Professional Services	479	(11.8%)	146	3,663	(13.9%)	172	8,867	(11.7%)	145
Entertainment Services	439	(10.8%)	125	1,663	(6.3%)	75	5,424	(7.2%)	82
Financial, Insurance & Real Estate	335	(8.3%)	122	3,315	(12.6%)	187	9,675	(12.8%)	189
Manufacturing	304	(7.5%)	76	1,652	(6.3%)	63	4,642	(6.1%)	62
Transportation	252	(6.2%)	106	1,490	(5.7%)	97	3,996	(5.3%)	90
Agriculture/Mining/Construction	247	(6.1%)	71	1,597	(6.1%)	71	4,340	(5.7%)	67
Administrative/Waste Services	226	(5.6%)	133	912	(3.5%)	83	2,861	(3.8%)	90
Other Professional Services	180	(4.4%)	94	1,087	(4.1%)	88	2,861	(3.8%)	81
Public Administration	163	(4%)	84	713	(2.7%)	57	2,745	(3.6%)	74

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Information	89	(2.2%)	118	938	(3.6%)	191	3,086	(4.1%)	218
Management Services				35	(<0.5%)	105	56	(<0.5%)	58

### Language Spoken

Speak English at Home	5,849	(86.8%)	112	42,257	(89.8%)	116	119,428	(87.1%)	113
Speak Spanish at Home	532	(7.9%)	56	2,096	(4.5%)	31	8,730	(6.4%)	45
Speak Other Language at Home	360	(5.3%)	63	2,702	(5.7%)	68	8,986	(6.6%)	7

### Ancestry

Italian	1,418	(20%)	749	9,239	(18.7%)	701	22,432	(15.6%)	583
Scottish/Irish	1,179	(16.7%)	279	8,777	(17.8%)	298	22,884	(15.9%)	266
Unclassified	639	(9%)	61	6,674	(13.5%)	92	20,454	(14.2%)	97
German	593	(8.4%)	118	3,804	(7.7%)	109	9,799	(6.8%)	96
Other	566	(8%)	59	4,333	(8.8%)	64	14,916	(10.4%)	74
Other European (e.g. Greek/Russian)	411	(5.8%)	209	2,488	(5%)	182	6,706	(4.7%)	168
British	297	(4.2%)	8	2,150	(4.4%)	84	6,075	(4.2%)	8
Polish	285	(4%)	294	1,896	(3.8%)	281	4,740	(3.3%)	240
Puerto Rican	231	(3.3%)	116	1,868	(3.8%)	135	5,513	(3.8%)	136

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# Audience Profile

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Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile				
South American	204	(2.9%)	211	1,062	(2.2%)	158	2,331	(1.6%)	118
American	168	(2.4%)	59	1,231	(2.5%)	63	3,388	(2.4%)	59
Central American	118	(1.7%)	93	347	(0.7%)	39	1,180	(0.8%)	46
Scandinavian	104	(1.5%)	85	712	(1.4%)	84	2,023	(1.4%)	8
Korean	101	(1.4%)	322	223	(<0.5%)	102	460	(<0.5%)	72
Middle Eastern	72	(1%)	182	411	(0.8%)	150	1,360	(0.9%)	169
South Central Asian (e.g. Indian)	72	(1%)	64	422	(0.9%)	54	1,610	(1.1%)	71
Chinese	65	(0.9%)	71	699	(1.4%)	110	2,245	(1.6%)	121
French	51	(0.7%)	68	367	(0.7%)	70	1,137	(0.8%)	74
Cuban	45	(0.6%)	84	338	(0.7%)	90	993	(0.7%)	91
Other Hispanic	35	(<0.5%)	46	177	(<0.5%)	34	833	(0.6%)	54
Dutch	21	(<0.5%)	56	194	(<0.5%)	75	688	(<0.5%)	91
Dominican	8	(<0.5%)	17	100	(<0.5%)	30	564	(<0.5%)	58
Native American (Indian/Eskimo)	3	(<0.5%)	7	21	(<0.5%)	7	99	(<0.5%)	11
Mexican	3	(<0.5%)		183	(<0.5%)	3	4,605	(3.2%)	29
South East Asian (e.g. Vietnamese)	1	(<0.5%)	3	53	(<0.5%)	23	248	(<0.5%)	36

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Other Asian	39 (<0.5%)	22 (<0.5%)	197 (<0.5%)
Japanese	8 (<0.5%)	7 (<0.5%)	53 (<0.5%)
Hawaiian/Pacific Islander	5 (<0.5%)	6 (<0.5%)	23 (<0.5%)

### Education (Age 25+)

	1 Mile	3 Mile	5 Mile
Total Educated Population	5,118	35,387	102,628
Elementary (0 to 8 Years)	88 (1.7%)	681 (1.9%)	2,233 (2.2%)
Some High School (9 to 11 Years)	94 (1.8%)	777 (2.2%)	3,208 (3.1%)
High School Graduate (12 Years)	819 (16%)	7,275 (20.6%)	22,950 (22.4%)
Some College (13 to 16 Years)	767 (15%)	5,093 (14.4%)	15,186 (14.8%)
Associates Degree Only	308 (6%)	2,653 (7.5%)	7,345 (7.2%)
Bachelor's Degree Only	1,996 (39%)	12,109 (34.2%)	32,338 (31.5%)
Graduate Degree	1,046 (20.4%)	6,799 (19.2%)	19,368 (18.9%)

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



Benchmark: Nationwide



### Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	2,796	17,924	53,419
One Person Households	726 (26%)	3,671 (20.5%)	12,568 (23.5%)
Married Couple	1,666 (59.6%)	11,541 (64.4%)	31,408 (58.8%)
Male Householder	144 (5.2%)	692 (3.9%)	2,202 (4.1%)
Female Householder	129 (4.6%)	1,240 (6.9%)	4,788 (9%)
Non Family Households	131 (4.7%)	780 (4.4%)	2,453 (4.6%)

### Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	2,796	17,924	53,419
1 Person Household	726 (26%)	3,671 (20.5%)	12,568 (23.5%)
2 Person Household	885 (31.7%)	5,699 (31.8%)	16,375 (30.7%)
3 Person Household	464 (16.6%)	3,225 (18%)	9,127 (17.1%)
4 Person Household	487 (17.4%)	3,461 (19.3%)	9,401 (17.6%)
5 Person Household	169 (6%)	1,343 (7.5%)	4,149 (7.8%)
6 Person Household	41 (1.5%)	376 (2.1%)	1,232 (2.3%)
7+ Person Household	24 (0.9%)	149 (0.8%)	567 (1.1%)

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



Benchmark: Nationwide



### Housing Units

Total Housing Units	2,905	18,637	56,254
Owner Occupied Housing	1,812	15,542	42,377
Renter Occupied Housing	984	2,382	11,042
Vacant Housing	109	713	2,835

### Housing Rent

Average Rent	\$1,986.39	128	\$1,941.04	126	\$2,035.26	132
Median Rent	\$1,852.52	131	\$1,826.79	129	\$1,941.53	138
Total Cash Rents Housing	957	2,323	10,623			
<\$300		19 (0.8%)	29	208 (2%)	70	
\$300-\$500	4 (<0.5%)	11	92 (4%)	103	378 (3.6%)	92
\$500-\$750	14 (1.5%)	17	137 (5.9%)	68	479 (4.5%)	52
\$750-\$1000	19 (2%)	15	76 (3.3%)	25	426 (4%)	31
\$1000-\$1500	218 (22.8%)	87	463 (19.9%)	74	1,778 (16.7%)	64
\$1500-\$2000	317 (33.1%)	157	573 (24.7%)	117	2,313 (21.8%)	103
\$2000-\$2500	188 (19.6%)	167	359 (15.5%)	132	1,911 (18%)	153

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
\$2500-\$3000	104	(10.9%)	188	262	(11.3%)	195	1,211	(11.4%)	197
\$3000-\$3500	22	(2.3%)	75	150	(6.5%)	211	661	(6.2%)	203
>\$3500	71	(7.4%)	202	192	(8.3%)	225	1,258	(11.8%)	322

## Value of Owner-Occupied Housing Units

Average House Value	\$961,051.37	179	\$936,627.6	174	\$947,601.58	176			
Median House Value	\$933,155.09	238	\$859,297.66	219	\$827,773.17	211			
Owner Occupied Housing	1,812		15,542		42,377				
<\$100K			157	(1%)	12	993	(2.3%)	29	
\$100K - \$200K	6	(<0.5%)	3	141	(0.9%)	7	719	(1.7%)	13
\$200K - \$300K	2	(<0.5%)	1	278	(1.8%)	11	1,235	(2.9%)	19
\$300K - \$400K	16	(0.9%)	6	453	(2.9%)	20	1,872	(4.4%)	30
\$400K - \$500K	63	(3.5%)	30	987	(6.4%)	55	3,290	(7.8%)	67
\$500K - \$1000K	969	(53.5%)	209	8,143	(52.4%)	205	19,321	(45.6%)	178
>\$1000K	756	(41.7%)	360	5,383	(34.6%)	299	14,947	(35.3%)	304

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



Benchmark: Nationwide



### Poverty

Households in Poverty	138	(4.9%)	39	660	(3.7%)	29	3,042	(5.7%)	45
Households Above Poverty	2,658	(95.1%)	109	17,264	(96.3%)	110	50,377	(94.3%)	108
Households in Poverty (Married)	58	(2.1%)	95	232	(1.3%)	59	839	(1.6%)	72
Households in Poverty (Male Householder)				51	(<0.5%)	45	152	(<0.5%)	45
Households in Poverty (Female Householder)	10	(<0.5%)	12	90	(0.5%)	17	434	(0.8%)	28
Households in Poverty (Non-Family)	65	(2.3%)	37	267	(1.5%)	24	1,516	(2.8%)	45
Households in Poverty (Non-Family Student)	5	(<0.5%)	29	20	(<0.5%)	18	101	(<0.5%)	30

### Wealth per Household

Household Average Wealth	\$279,436.7		115	\$288,421.25		119	\$277,960.79		115
Household Median Wealth	\$111,185.4		136	\$125,207.39		153	\$112,743.52		138
<\$0K	433	(15.5%)	89	2,586	(14.4%)	83	8,097	(15.2%)	88
\$0K - \$5K	191	(6.8%)	8	1,100	(6.1%)	72	3,597	(6.7%)	7
\$5K - \$10K	109	(3.9%)	86	644	(3.6%)	7	2,042	(3.8%)	84
\$10K - \$25K	162	(5.8%)	91	1,004	(5.6%)	88	3,076	(5.8%)	91
\$25K - \$50K	184	(6.6%)	97	1,189	(6.6%)	97	3,548	(6.6%)	97

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
\$50K - \$100K	280	(10%)	98	1,852	(10.3%)	101	5,482	(10.3%)	100
\$100K - \$250K	523	(18.7%)	103	3,493	(19.5%)	108	10,211	(19.1%)	106
\$250K - \$500K	410	(14.7%)	111	2,730	(15.2%)	115	7,883	(14.8%)	111
>\$500K	504	(18%)	121	3,326	(18.6%)	124	9,483	(17.8%)	119

### Vehicles per Household

Total Number of Vehicles	5,534			36,414			102,775		
Average Number of Vehicles	1.98		108	2.03		111	1.92		105
No Vehicles	124	(4.4%)	54	692	(3.9%)	47	3,167	(5.9%)	72
1 Vehicle	890	(31.8%)	97	4,670	(26.1%)	74	14,784	(27.7%)	84
2 Vehicles	1,100	(39.3%)	107	7,898	(44.1%)	119	22,977	(43%)	117
3 or more Vehicles	682	(24.4%)	111	4,664	(26%)	118	12,491	(23.4%)	106

### Population Change

Births	66			451			1,339		
Deaths	58			450			1,220		
Migration	1			81			-191		

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



# Audience Profile

Jan 1 - Dec 31, 2025

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

## Workplace

Total Businesses	325	1,053	5,079
Total Employees	4,532	15,184	63,673

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats